## ORDER

Orders Order / Rev: 37421 Alt Order #: 08863443 Product Desc: BERKLEY/SENATE/D

Estimate:

Flight Dates:

Original Date / Rev:

Order Type:

10/23/12 - 10/29/12

09/26/12 / 10/16/12

**GENERAL** 

KLAS Mike Jones

Sales Office:

Sales Region:

Primary AE:

K-WAS National

Name: **Shorr Johnson Magnus** Agency

**Buying Contact:** 

Billing Contact:

1831 Chestnut St. Philadelphia, PA 19103 Billing Type: Cash

Billing Calendar: Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

Berkley, Shelley - D-USS Advertiser Name:

Demographic:

Priority:

A35+

Product Codes:

PO1 LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	104	\$63,850.00	\$54,272.50
10/29/12	10/29/12	20	\$9,635.00	\$8,189.75

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$63,850.00	\$54,272.50	0.00
November 2012	20	\$9,635.00	\$8,189.75	0.00
Totals	124	\$73,485.00	\$62,462.25	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	•	•	Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$73,485.00		
Market	100%	\$244,950.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 4-5a	СМ	4-5a	-TWTF	:30	7	\$25.00LV3	0.00 NM	7	\$175.00
				8 News Now 4-5a									
	NEWS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	Veek: 10/	22/12	10/28/12	-TWTF	7	\$25.00	0.00						
E 2	2 8	10/29/12	10/29/12		CM	4-5a	M	:30	2	\$25.00LV3	0.00 NM	2	\$50.00

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KLAS

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 News Now 4-5a 8 News Now 4-5a **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$25.00 0.00 0.00 NM CBS This Morning 7-9a CM -TWTF--:30 \$200.00LV2 \$2,000.00 E 3 8 10/23/12 10/26/12 7-9a 10 **CBS This Morning** THS MRN Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--0.00 Week: 10/22/12 10/28/12 10 \$200.00 \$200.00LV2 0.00 NM 2 \$400.00 8 10/29/12 10/29/12 CBS This Morning 7-9a CM 7-9a M-----.30 2 **CBS This Morning** THS MRN Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M----\$200.00 0.00 10/23/12 10/26/12 8 News Now 5a M-F CM 5-6a -TWTF--:30 10 \$225.00LV2 0.00 NM 10 \$2,250.00 8 News Now 5a M-F **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating \$225.00 -TWTF--10 0.00 Week: 10/22/12 10/28/12 M-----8 10/29/12 10/29/12 8 News Now 5a M-F CM 5-6a :30 \$225.00LV2 0.00 NM 2 \$450.00 8 News Now 5a M-F **NEWS** Spots/Week Rating Weekdays Rate Start Date **End Date** \$225.00 0.00 Week: 10/29/12 11/04/12 -TWTF--:30 \$275.00LV2 0.00 NM 8 \$2,200.00 8 6-7a 10/23/12 10/26/12 8 News Now 6a M-F CM 8 News Now 6a M-F **NEWS** Weekdays Start Date Spots/Week Rate Rating **End Date** 0.00 Week: 10/22/12 10/28/12 -TWTF--8 \$275.00 8 News Now 6a M-F CM 6-7a :30 \$275.00LV2 0.00 NM 2 \$550.00 E 8 10/29/12 10/29/12 8 News Now 6a M-F **NEWS** Rating Spots/Week Rate Start Date **End Date** Weekdays \$275.00 0.00 11/04/12 Week: 10/29/12 \$325.00LV2 0.00 NM \$1,300.00 -TWTF--:30 8 News Now Noon M-F CM 12-1230p E 9 8 10/23/12 10/26/12 8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--\$325.00 0.00 Week: 10/22/12 10/28/12 M-----:30 \$325.00LV2 0.00 NM \$325.00 10/29/12 10/29/12 8 News Now Noon M-F CM 12-1230p 8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 \$325.00 M-----Week: 10/29/12 11/04/12 \$1,500.00 \$375.00LV3 0.00 NM 3-4p -TWTF--:30 E 11 8 10/23/12 10/26/12 Ellen CM Ellen **ELLEN** Start Date Spots/Week Rate Rating Weekdays End Date 10/28/12 \$375.00 0.00 Week: 10/22/12 \$375.00LV3 0.00 NM \$375.00 M-----:30 10/29/12 10/29/12 CM 3-4p 8 Ellen Ellen **ELLEN** Rating Spots/Week Rate Start Date End Date Weekdays \$375.00 0.00 11/04/12 M-----Week: 10/29/12 -TWTF--:30 2 \$1,575.00LV1 0.00 NM 2 \$3,150.00 10/23/12 10/26/12 Price Is Right CM 10-11a 8 Price Is Right PRICE RITE Spots/Week Rate Rating Start Date **End Date** Weekdays 0.00 Week: 10/22/12 10/28/12 -TWTF--\$1,575.00 :30 1 \$1,575.00LV1 0.00 NM \$1,575.00 10/29/12 10/29/12 CM 10-11a

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**KLAS** 

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

End Inventory Code Ln Ch Start Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Price Is Right Price Is Right PRICE RITE Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 1 \$1,575.00 0.00 CM :30 \$300.00LV2 E 15 8 10/23/12 10/26/12 Live w/Kelly 9-10a -TWTF--0.00 NM 4 \$1,200.00 Live w/Kelly **KELLY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$300.00 0.00 10/29/12 10/29/12 9-10a M-----:30 \$300.00LV2 0.00 NM \$300.00 Live w/Kelly CM 1 E 16 8 Live w/Kelly **KELLY** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 \$300.00 0.00 ----S-:30 \$225.00LV2 0.00 NM 2 \$450.00 E 18 8 10/27/12 10/27/12 8 News Now Sat 5-7p CM 5-7p 8 News Now Sat 5-7p **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays Week: 10/22/12 10/28/12 ----S-\$225.00 0.00 -TWTF--:30 \$400.00LV3 0.00 NM 10 \$4,000.00 10/23/12 10/26/12 8 News Now 5-630p M-FCM 5-630p 10 E 19 8 8 News Now 5-630p M-F **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays Week: 10/22/12 10/28/12 -TWTF--10 \$400.00 0.00 5-630p :30 \$400.00LV3 0.00 NM 2 \$800.00 8 News Now 5-630p M-FCM M-----E 20 10/29/12 10/29/12 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating \$400.00 0.00 2 Week: 10/29/12 11/04/12 \$1,400.00 \$350.00LV3 0.00 NM .30 4 E 21 8 10/23/12 10/26/12 8 News Now 4p M-F CM 4-5p -TWTF--(4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Spots/Week Rating Weekdays Rate Start Date **End Date** \$350.00 0.00 10/28/12 -TWTF--Week: 10/22/12 :30 \$350.00LV3 0.00 NM \$350.00 CM M-----E 22 10/29/12 10/29/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS End Date** Weekdays Spots/Week Rate Rating Start Date \$350.00 0.00 Week: 10/29/12 11/04/12 M----\$220.00LV2 0.00 NM ----S-:30 \$220.00 10/27/12 10/27/12 Sat 7-8p - ET Wknd CM 7-8p E 23 Ent Tonight Weekend **ET WKND** Rating Spots/Week Weekdays Rate Start Date **End Date** ----S-\$220.00 0.00 10/28/12 Week: 10/22/12 -TWTF--3 \$1,225.00LV1 0.00 NM \$3,675.00 :30 3 10/23/12 10/26/12 7-8p Rotator CM 7-8p E 24 8 7-8p Rotator ET/INSDR Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--3 \$1,225.00 0.00 Week: 10/22/12 10/28/12 CM 7-8p M----:30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 E 25 8 10/29/12 10/29/12 7-8p Rotator 7-8p Rotator ET/INSDR Spots/Week Rating **End Date** Weekdays Rate Start Date 11/04/12 2 \$1,225.00 0.00 Week: 10/29/12 -TWTF--:30 1 \$1,400.00LV1 0.00 NM \$1,400.00 630-7p Inside Edition CM 630-7p E 26 8 10/23/12 10/26/12 Inside Edition INS EDIT Rating Start Date **End Date** Spots/Week Weekdays Rate -TWTF--\$1,400.00 0.00 Week: 10/22/12 10/28/12 \$1,400.00 :30 1 \$1,400.00LV1 0.00 NM 10/29/12 10/29/12 CM 630-7p M-----E 27

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**KLAS** 

Order / Rev: 37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
			630-/p Inside Edi Inside Edition	tion							
INS E	DIT		moldo Edition								
-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	0/29/12	11/04/12	M		\$1,400.00	0.00				11947	
E 31 8	10/25/1	2 10/25/12	Thu 9-10p Person Of Interes	CM	9-10p	T	:30	1 \$1,800.00LV3	0.00 NM	1	\$1,800.00
PERS	OF INT		reison of interes	οι -							
<u>s</u>	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	0/22/12	10/28/12	T		\$1,800.00	0.00					
E 32 8	10/28/1	2 10/28/12		CM	7-8p	S	:30	1 \$1,300.00LV3	0.00 NM	1	\$1,300.00
60 MI	N		60 Minutes								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1		10/28/12	S		\$1,300.00	0.00					
E 35 8	10/28/1	2 10/28/12		CM	10-11p	S	:30	1 \$7,700.00LV1	0.00 NM	1	\$7,700.00
MEN	TALIST		The Mentalist								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	0/22/12	10/28/12	S	1	\$7,700.00	0.00					
E 36 8	10/26/1	2 10/26/12		CM	10-11p	F	:30	1 \$1,400.00LV3	0.00 NM	1	\$1,400.00
DILIE	BLOODS		Blue Bloods								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
_	0/22/12	10/28/12	F		\$1,400.00	0.00					
E 37 8	10/26/1	2 10/26/12	Fri 9-10p	CM	9-10p	F	:30	1 \$1,200.00LV3	0.00 NM	0	\$0.00
145.11	I IDOV		Made In Jersey								
	N JRSY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
_	0/22/12	10/28/12	F		\$1,200.00	0.00					
Spot 0	Ch Date Ra		escription		/End Time			The state of the s	Rtg Type		
1		2-10/28/12 F	ri 9-10p	9-10	p	-	F	:30(\$1,200.00)	) 0.00 NM		
	See MG 39 Due Progra		To "CSI NY" - bco ]								
E 39 8		2 10/26/12		CM	8-9p	F	:30	1 \$1,200.00LV3	0.00 NM	2	\$2,400.00
200			CSI: NY		,						
F-0.10-37	RCVR BOS					5					
_	Start Date 10/22/12	End Date 10/28/12	Weekdays	Spots/Week	Rate \$1,200.00	Rating 0.00					
	Ch Date Ra		Description		/End Time		Neekdays L	ength Rate	Rtg Type		
1		2-10/28/12 F	ri 8-9p	8-9p		-	F	:30 <del>(\$1,200.00</del> )	) 0.00 <i>NM</i>		
	See MG 39		T								
l 2		am Change 2-10/26/12 F	To "NCIS" - bco ]	8-9p			F	:30 \$2,100.00	0.00 NM		
	MG for 37.1		п 0-5р	0.00			•	.55 42,.55.5			
3		2-10/26/12 L	ive w/Kelly	9-10	а		-TWThF	:30 \$300.00	0.00 NM		
(H)	MG for 37.	1,39.1									
E 41 8	10/25/	12 10/25/12	Thu 10-11p	CM	10-11p	T	:30	1 \$2,200.00LV2	0.00 NM	1	\$2,200.00
=:=:			Elementary								
	MNTRY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
SOUTH COLUMN	10/22/12	10/28/12	T		\$2,200.00	0.00					
E 42 8		12 10/28/12	Sun 8-9p	СМ	8-9p	S	:30	1 \$7,350.00LV1	0.00 NM	1	\$7,350.00
	NO 5405		The Amazing Ra	ce	(8:00 PM-9:0	00 PM)					
	ING RACE Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/22/12	10/28/12	S		\$7,350.00	0.00					
E 43 8		12 10/24/12	Wed 8-9p	СМ	8-9p	W	:30	1 \$1,900.00LV3	0.00 NM	1	\$1,900.00
a.,-			Survivor: Philippi	nes							
SUR		End Date	Weekdays	Spots/Week	Rate	Rating					
3	Start Date	LIIU Date	veckdays	Opoto/ veek	Mate	- same					

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Order / Rev: 37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

Flight Dates:

10/23/12 - 10/29/12

Estimate:

BERKLEY/SENATE/D KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 43	8	10/24/1	2 10/24/12	Wed 8-9p	СМ	8-9p	W	:30	1	\$1,900.00LV3	0.00 NM	1	\$1,900.00
	SURVI	VR		Survivor: Philippi	nes								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10	/22/12	10/28/12	W	1	\$1,900.00	0.00						
E 45	8	10/24/1	2 10/24/12	Wed 10-11p CSI	CM	10-11p	W	:30	1	\$2,000.00LV3	0.00 NM	1	\$2,000.00
(	CSI			CSI									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		/22/12	10/28/12	W		\$2,000.00	0.00						
E 46	8	10/25/1	2 10/25/12	Thu 8-9p Big Bang / 2 1/2 I	CM Men	8-9p	T	:30	1	\$2,100.00LV3	0.00 NM	1	\$2,100.00
E	BG BN	G/2.5 ME	N	Dig Dung / L mz									
111		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 47	eek: 10 8	10/27/1	10/28/12 2 10/27/12	T Sat 10-11p	CM	\$2,100.00 10-11P	0.00	:30	1	\$750.00LV3	0.00 NM	1	\$750.00
L 47	0	10/2//1	2 10/2//12	48 Hours Mystery		10-111		.50		\$750.00EV5	0.00 14141	(4)	\$750.00
4	48 HR	1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2											
10/6		art Date /22/12	End Date 10/28/12	Weekdays S-	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
E 48	8	NA 3 410 C C C C C C C C C C C C C C C C C C C	2 10/26/12	Letterman	CM	1135p-1237		:30	4	\$200.00LV3	0.00 NM	4	\$800.00
			_ ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Letterman								500	
l	LTTRM		End Data	Mookdaya	Cnata/Maak	Pata	Patina						
We		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 50	8	10/23/1	2 10/26/12	Craig Ferguson	CM	1237a-137a	-TWTF	:30	4	\$110.00LV3	0.00 NM	4	\$440.00
	-DOLI	261		Craig Ferguson		(12:37 XM-1	:37 XM)						
1	FRGUS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		/22/12	10/28/12	-TWTF	4	\$110.00	0.00						
E 51	8	10/29/1	2 10/29/12	Craig Ferguson	CM	1237a-137a		:30	1	\$110.00LV3	0.00 NM	1	\$110.00
	FRGUS	SN		Craig Ferguson		(12:37 XM-1	(37 XM)						
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		/29/12	11/04/12	M	1	\$110.00	0.00						
E 52	8	10/27/1	2 10/28/12	8 News Now 11p 8 News Now Sa/s		11-1135P	SS	:30	2	\$300.00LV3	0.00 NM	2	\$600.00
1	NEWS			o News Now Gar	ou rip								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-		1/22/12	10/28/12	SS	M.F. CM	\$300.00 11-1135p	0.00 -TWTF	:30	4	\$500.00LV3	0.00 NM	4	\$2,000.00
E 53	8	10/23/1	2 10/26/12	8 News Now 11p 8 News Now 11p		11-1135p	-1W1F	.50	-4	\$500.00LV5	0.00 14101	-	\$2,000.00
	NEWS			•									
10/		art Date	End Date 10/28/12	Weekdays -TWTF	Spots/Week 4	Rate \$500.00	Rating 0.00						
E 54	8	10/29/1		8 News Now 11p		11-1135p	M	:30	1	\$500.00LV3	0.00 NM	1	\$500.00
	-			8 News Now 11p		,							
1	NEWS		End Date	\A/a a kalayya	Casta Mask	Data	Dating						
We		art <u>Date</u> )/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 55	8		2 10/28/12	Sun 4-5P Elec Pl	aygrouk@M	4-5p	S	:30	1	\$135.00LV3	0.00 NM	1	\$135.00
	ELOTE	RC PLYGE	DNID	4-5p Electric Play	ygrnd 2x	(4:00 PM-5:0	00 PM)						
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		/22/12	10/28/12	S	1	\$135.00	0.00						
E 57	8	10/28/1	2 10/28/12	CBS News Sunda		CBS Sunda	y MorniS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
	SUN N	1RN		CBS News Sund	ay iviorning								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		)/22/12	10/28/12	S		\$1,225.00	0.00	0.5		0505.051111	0.00 111		0505.05
E 58	8	10/28/1	2 10/28/12		CM	8 News Nov	Sun AS	:30	1	\$525.00LV1	0.00 NM	1	\$525.00

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**KLAS** 

Totals

124

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: Flight Dates: 08863443 10/23/12 - 10/29/12 Product Desc:

BERKLEY/SENATE/D

Estimate:

Rate Pri Rtg Type Spots Inventory Code Break Start/End Time Days Len Spots Amount Ln Ch Start End 8 News Now Sun AM #1 8 News Now Sun AM #1 **NEWS** Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 ----S \$525.00 0.00 8 News Now Sun A----S 10/28/12 10/28/12 8 News Now Sun AM #2CM :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 E 59 8 8 News Now Sun AM #2 **NEWS** Start Date End Date Spots/Week Rating Weekdays Rate 10/28/12 ----S 1 \$1,225.00 0.00 Week: 10/22/12 ----S-:30 \$500.00LV2 0.00 NM 2 \$1,000.00 8 10/27/12 10/27/12 Sat Prime Special CM 8-10p N61 KLAS Movie: Bobby Z **End Date** Weekdays Rating Start Date Spots/Week Rate ----S-\$500.00 0.00 10/28/12 Week: 10/22/12 -TWTF--:30 \$40.00LV2 0.00 NM 2 \$80.00 10/23/12 10/26/12 137-237a M-F Elec Plyg@M 137-207a N 62 Electric Playground Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--\$40.00 0.00 10/28/12 Week: 10/22/12 \$73,485.00